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(54) **INTERNET PROFILING**

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(57) **ABSTRACT**

A system, method, and various software products provide
for consistent identification of web users across multiple
web sites, servers and domains, monitoring and capture of
data describing the users' web activities, categorization of
the web activity data, aggregation of the data into time
dependent models describing interest of users and groups
over time. Categorization is made with respect to a category
tree which may be standardized or customized for each web
site. User groups may be defined based on membership rules
for category interest information and demographics. Indi-
vidual user profiles are then created for users automatically
based on satisfaction of the user group membership rules. As
new data is collected on a user over time, the category
interest information extracted from the user's web activity is
updated to form a current model of the user's interests
relative to the various categories. This information is also
used to automatically update group membership and user
profile information. Identification of users across multiple
sites is provided by a global service that recognizes each
user and provides a globally unique identifier to a requesting
web server, which can use the identifier to accumulate
activity data for the user. Client side user identification is
provided to track user activity data on web servers that do
not communicate with the global service and do not process
activity for category information. User profiles may be
shared among web sites that form alliances. User activity
data may be aggregated along various dimensions including
users/user groups, categorization, and time to provide robust
models of interest at any desired time scale.

2 Claims, 19 Drawing Sheets

CATEGORY 105

WEB VISITOR/USER 103

WEB EVENT
(User, Time, Duration,
Type, URL,
[Category,Score])
101

TIME/DURATION
107